What Is Claimed Is:

A mask, comprising a heat generating unit incorporated therein.

The mask according to claim 1, having a moisture-retaining unit, separate from said heat generating unit.

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The mask according to claim 1, wherein said heat generating unit is configured to release steam.

The mask according to claim 1, wherein said heat generating unit is configured to generate heat by chemical reaction.

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5. The mask according to claim 4, wherein said heat generating unix comprises an exothermic composition containing a metal powder, salt, and water, which heat generating unit releases steam in conjunction with oxidation reaction of said metal powder.

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The mask according to claim 1, wherein said heat generating unit is configured to be attached and detached.

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- 7. The mask according to claim 1, further comprising a temperature buffering between said heat generating unit and a face when said mask is donned.
- 8. The mask according to claim 1, further having a drug carrier unit.
 - 9. The mask according to claim 1, wherein said heat generating unit comprises an exothermic composition with a drug dispersed in said exothermic composition.
 - 10. The mask according to claim 5, further comprising a bag containing the exothermic composition, which bag has a surface adapted to be applied to a face, and which bag comprises a moisture permeable sheet exhibiting a moisture permeability between about 1000 g/m²·24h and about 13,000 g/m²·24h according to JIS Z0208 method under conditions of a temperature of 40°C and relative humidity of 90%, and an air permeability of 200 seconds/100 cm³ or less according to JIS P8117 method.
 - 11. The mask according to any one of claims 1 to 10, wherein main mask body is provided with at least one of an inhalation valve and an exhalation valve.

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12. The mask according to claim 11, wherein an inhalation valve and an exhalation valve are provided separately in said main mask body.

- 5 13. The mask according to claim 11, wherein an inhalation/exhalation valve is provided in said main mask body.
- 14. The mask according to Claim 1, configured to

 10 have a space and distance between said heat generating unit

 and a face when said mask is donned.